

Message Text

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ACTION EA-10

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R 310740Z OCT 74

FM AMCONSUL HONG KONG

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AMEMBASSY TAIPEI

AMEMBASSY TOKYO

UNCLAS HONG KONG 11839

E.O. 11652: N/A

TAGS: BEXP, HK

SUBJ: GLOBAL MARKET RESEARCH: MARKET FOR LABORATORY INSTRUMENTS

REF: (A) STATE A-8864 DATED 9/3/74

(B) STATE 209385

SUMMARY:

THIS TELEGRAM IS SUBMITTED IN ACCORDANCE WITH THE REQUIREMENTS OF REFAIR. EIGHT FIRMS WERE INVITED TO BID ON SUBJECT RESEARCH. ONE FIRM DECLINED BECAUSE OF SCHEDULING PROBLEMS. TWO FIRMS DECLINED BECAUSE PROJECTED PROJECTED COST "UNREALISTIC". FOUR FIRMS BID ON HONG KONG RESEARCH IN RANGE OF US\$3,000 TO US\$3,460. THREE FIRMS BID ON TAIWAN RESEARCH IN RANGE OF US\$3,000 TO US\$4,160. TWO FIRMS BID ON JAPAN RESEARCH AT US\$4,800 AND US\$25,000. WE RECOMMEND HONGKONG STUDY BE AWARDED TO HONG KONG PRODUCTIVITY CENTRE (HKPC) BECAUSE OF GOOD PROPOSAL, COMPETITIVE PRICE, AND UNIQUE QUALIFICATIONS. BELIEVE WE NOT IN POSITION TO MAKE RECOMMENDATIONS ON JAPAN AND TAIWAN STUDIES. END SUMMARY

1. WE INVITED FOLLOWING EIGHT FIRMS TO QUOTE ON SUBJECT RESEARCH: BUSINESS INTERNATIONAL/ASIA PACIFIC (BI); HONG KONG PRO-
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DUCTIVITY CENTRE (HKPC); INTERNATIONA RESEARCH ASSOCIATES (IRA);

MOBIUS; P.A. MANAGEMENT CONSULTANTS (PAMC): SURVEY SERVICES (SS); TRANS-MARKET RESEARCH (TMR); WEBB ASSOCIATES (WA). SS AND BI DECLINED TO BID BECAUSE THEY CONTENTED PROJECTED COST "UNREALISTIC". WA SAID ITS PRESENT SCHEDULE AND RESOURCES WOULD NOT PERMIT ADDITIONAL WORK AT THIS TIME. IRA SAID THIS TYPE RESEARCH NOT IN ITS AREA OF EXPERTISE. OTHER FIRMS MADE PROPOSALS AS INDICATED IN FOLLOWING TABLES:

A. MARKET RESEARCH FIRM INTERVIEWS PRICE

1. HONG KONG TMR 25-35 TOTAL HK\$17,000
 10 TRADE US\$3,000
 10-12 END USERS
 5 OTHERS

HONG KONG HKPC 32 TOTAL US\$3,000
 8 TRADE
 20 END USERS
 4 GOVERNMENT

HONG KONG PAMC 30 TOTAL HK\$17,300
 5 TRADE (US\$3,460
 8 END USERS
 4 MANUFACTURERS
 3 GOVERNMENT
 2 ASSOCIATIONS
 3 PRESS

HONG KONG MOBIUS 40 TOTAL US\$3,000
 15 TRADE
 20 END USERS
 3 GOVERNMENT
 2 OTHERS

2. JAPAN PAMC 30 TOTAL HK\$25,200
 5 TRADE (US\$5,040)
 8 END USERS
 4 MANUFACTURERS
 3 GOVERNMENT
 2 ASSOCIATIONS
 3 PRESS

JAPAN MOBIUS 60 TOTAL US\$4,800
 20 TRADE
 30 END USERS
 5 GOVERNMENT

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5 OTHERS
 3. TAIWAN TMR 25-35 TOTAL NT\$133,000
 10 TRADE US\$3,500
 10-12 END USERS
 5 OTHERS

TAIWAN PAMC 30 TOTAL HK\$20,800
 5 TRADE (US\$4,160)
 8 END USERS

4 MANUFACTURERS
2 ASSOCIATIONS
3 GOVERNMENT
3 PRESS

TAIWAN MOBIUS 40 TOTAL US\$3,000

15 TRADE
20 WP END USERS
3 GOVERNMENT
2 OTHERS

B. ADDITIONAL INFORMATION:

(1) HKPC QUALIFICATIONS SEEM EXCELLENT FOR HONG KONG STUDY. HKPC IS HKG SUPPORTED RESEARCH AND CONSULTING FIRM WITH INTIMATE KNOWLEDGE OF MARKET AND INDUSTRY THROUGH ITS CONSULTING WORK. RESEARCH STAFF INCLUDES SEVEN EXPERIENCED RESEARCHERS AND STATISTICIANS. PROPOSAL SHOWS GOOD UNDERSTANDING OF RESEARCH REQUIREMENTS.

(2) MOBIUS IS WELL KNOWN TO WASHINGTON AND HAS DONE SEVERAL COMPETENT STUDIES FOR US IN RECENT YEARS. HE RECENTLY OPENED TAIPEI OFFICE. HE OFFERS 10 PERCENT DISCOUNT FOR AWARD OF 2 STUDIES AND 15#PERCENT DISCOUNT FOR AWARD OF THREE. HE POINTS OUT THAT NUMBERS OF INTERVIEWS OFFERED ARE MINIMUM AND HE USUALLY EXCEEDS THIS BY 20 PERCENT OR MORE. PROPOSAL SHOWS GOOD UNDERSTANDING OF SPECIFICATIONS.

(3) PAMC'S PROPOSAL INDICATE CONSIDERABLE EXPERIENCE IN THIS TYPE OF RESEARCH, A GOOD UNDERSTANDING OF SPECIFICATIONS AND TECHNICALLY QUALIFIED PERSONNEL. PERSONAL INTERVIEWS WILL BE SUPPLEMENTED BY TELEPHONE INTERVIEWS. QUOTES ARE, HOWEVER, CONSISTENTLY ON HIGH SIDE, WITH ONLY SMALL DISCOUNT (HK\$500) FOR AWARD OF ALL THREE STUDIES.

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(4) TMR'S PROPOSAL IS PROBABLY BEST WRITTEN OF FOUR SUBMITTED. BACKGROUND AND RATIONALE FOR EACH STEP CLEARLY OUTLINED AND FLEXIBILITY BUILT INTO RESEARCH METHOD. TMR DID GOOD DEAL OF PRELIMINARY CHECKING TO IDENTIFY PARAMETERS OF RESEARCH AND THEIR COMMENTS AND PLANNING DEMONSTRATE EXPERIENCE AND GOOD STATISTICAL BACKGROUND. NO DISCOUNT IS OFFERED FOR AWARD OF MORE THAN ONE STUDY.

2. BECAUSE OF HKPC'S PERCULIARLY INTIMATE ASSOCAITION WITH THE FIELD OF LABORATORY RESEARCH AND INDUSTRIAL CONSULTING IN HONG KONG, THEY SEEM THE BEST QUALIFIED TO HANDLE THIS RESEARCH. THEIR PRICE AND OTHER FEATURES OF THEIR QUOTATION LOOK COMPETITIVE AND PROPOSAL LOOKS WELL WRITTEN TO US. TMR IS CLOSE SECOND, IN SPITE OF SOMEWAHT HIGHER PRICE, FOR REASONS NOTED ABOVE. MOBIUS WOULD BE THIRD CHOICE FOR HONG KONG STUDY. PAMC'S PRICE

IS HIGH AND PORPOSAL IS LEAST IMPRESSIVE OF FOUR SUBMITTED FOR
HONG KONG STUDY.

3. AS WE HAVE NOT SEEN PROPOSALS SUBMITTED ELSEWHERE WE NOT IN
POSITION TO RECOMMEND ON JAPAN AND TAIWAN STUDIES, BUT THREE
FIRMS QUOTING HERE SEEM TO OFFER A COMPETENT JOB AT COMPETITIVE
PRICES.

4. ONE COPY OF EACH PROPOSAL SUBMITTED ON 10/29 UNDER COVER
TRANSMITTAL SLIP VIA FPO AND VIA AIR POUCH AS REQUESTED IN
REFAIR.
CROSS

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